ORDER

Orders Order / Rev: 36398

Alt Order #:

Product Desc: **ISSUE**

2603 Estimate:

Flight Dates: 10/12/12 - 10/18/12

08821733

Original Date / Rev: 06/27/12 / 09/08/12 **GENERAL** Order Type:

Name: **National Media Inc**

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Name: NRCC

Demographic: A35+

Product Codes: PO4

LV2 Priority:

AGY, POL, ISS Revenue Codes:

KLAS

Cash

15%

Broadcast

EOM/EOC

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Billing Type:

Billing Cycle:

Billing Calendar:

Buying Contact:

Agency Commission:

New Business Thru:

11/29/08 Order Separation: 00:10:00

Advertiser External ID: Agency External ID:

Bill Plan **Totals**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	41	\$99,000.00	\$84,150.00

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	41	\$99,000.00	\$84,150.00		
Totals	41	\$99,000.00	\$84,150,00	0.00	

Account Executives

Agency

Advertiser

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Share Total **Order Share** KLAS 30% \$99,000.00 Market 100% \$330,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$82,500.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,500.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
IINKWN	0%	\$0.00

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E	8	10/15/12	10/18/12	8 News Now 6a M	I-F CM	6-7a	MTWT	:30	3	\$1,200.00LV1	0.00 NM	3	\$3,600.00
				8 News Now 6a M	Л-F								
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
١	Neek: 10	/15/12	10/21/12	MTWT	3	\$1,200.00	0.00						
E 2	2 8	10/14/12	10/14/12	8 News Now Sun	AM #CM	8 News Nov	Sun AS	:30	1	\$500.00LV2	0.00 NM	1	\$500.00
				8 News Now Sun	AM #1								

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KLAS

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Len Spots Rate Pri Rtg Type Spots Start/End Time Days Amount Ln Ch Start End **Inventory Code** Break **NEWS** Start Date **End Date** Weekdavs Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S \$500.00 0.00 CBS Sunday Morni----S :30 \$2,000.00LV1 0.00 NM \$2,000.00 10/14/12 10/14/12 CBS News Sunday Morr@M E 3 8 **CBS News Sunday Morning SUNDAY MORNING End Date** Spots/Week Rating Start Date **Weekdays** Rate 0.00 1 \$2,000.00 10/14/12 -----Week: 10/08/12 \$1,700.00 Live w/Kelly 9-10a ---F--:30 2 \$850.00LV2 0.00 NM 2 8 10/12/12 10/12/12 CM Live With Regis & Kelly **REGIS & KELLY Start Date End Date** Weekdavs Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----F--\$850.00 0.00 \$1,700.00 MTWT---:30 \$850.00LV2 0.00 NM 2 E 5 R 10/15/12 10/18/12 Live w/Kelly CM 9-10a Live With Regis & Kelly **REGIS & KELLY Weekdays** Start Date **End Date** Spots/Week Rate Rating MTWT---0.00 \$850.00 Week: 10/15/12 10/21/12 Sat 4-5p Whacked SportSM ----S-:30 \$400.00LV1 0.00 NM 1 \$400.00 8 10/13/12 10/13/12 4-5p Whacked Out Sports 2X's **ELECTRIC PLAYGROUND** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/08/12 10/14/12 ----S-\$400.00 0.00 ----F--:30 2 \$1,500.00LV2 0.00 NM 2 \$3,000.00 E 8 10/12/12 10/12/12 8 News Now 5-630p M-FCM 5-630p 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating ---F--0.00 Week: 10/08/12 10/14/12 2 \$1,500.00 :30 5 \$1,500.00LV2 0.00 NM \$7,500.00 E 9 10/15/12 10/18/12 8 News Now 5-630p M-FCM 5-630p MTWT---5 8 News Now 5-630p M-F **NEWS** End Date Spots/Week Rating Start Date Weekdays Rate Week: 10/15/12 10/21/12 MTWT---5 \$1,500.00 0.00 :30 \$800.00LV1 0.00 NM 1 \$800.00 10/13/12 10/13/12 8 News Now Sat 5-7p CM 5-7p ----S-8 News Now Sat 5-7p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S-\$800.00 0.00 1 \$1.500.00LV1 \$1,500.00 10/14/12 10/14/12 8 News Now Sun 5-7p ----S :30 0.00 NM E 15 5-7p 8 News Now Sun 5-7p **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate ----S 1 \$1,500.00 0.00 Week: 10/08/12 10/14/12 10/12/12 10/12/12 630-7p Inside Edition CM 630-7p ----F--:30 1 \$1,300.00LV2 0.00 NM \$1,300.00 8 Inside Edition **INSIDE EDITION End Date** Spots/Week Rating **Start Date** Weekdays Rate Week: 10/08/12 10/14/12 ---F--\$1,300.00 0.00 10/15/12 10/18/12 630-7p Inside Edition MTWT---:30 3 \$1,300.00LV2 0.00 NM 3 \$3,900.00 E 17 CM 630-7p Inside Edition **INSIDE EDITION End Date** Weekdays Spots/Week Rating Start Date Rate MTWT---Week: 10/15/12 10/21/12 3 \$1,300.00 0.00 8 10/15/12 10/18/12 7-730p Ent Tonight СМ 7-730P MTWT---:30 3 \$1,300.00LV1 0.00 NM 3 \$3,900.00 E 18 Entertainment Tonight **ENTERTAINMENT TONIGHT** Rating **End Date** Spots/Week Start Date **Weekdays** Rate 10/21/12 MTWT---3 \$1,300.00 0.00 Week: 10/15/12 \$850.00LV2 0.00 NM 1 8 10/13/12 10/13/12 Politics Now S Sebelius CM Various ----S-:30 \$850.00 Politics Now S Sebelius **INSIDER**

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Ln C	h Start	End	Inventory Code	Break	Start/End 1	Time Davs	Len Spo	ts Rate Pri	Rta Type	Spots	Amount
		2 10/13/12	Politics Now S Se		Various	S-		1 \$850.00LV2			\$850.00
INS	SIDER		Politics Now S Se	ebelius							
	Start Date :: 10/08/12	End Date 10/14/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$850.00	Rating 0.00					
E 20	8 10/14/1	2 10/14/12	Sun 530-6p Ins Edition Wk		530-6p	S	:30	1 \$650.00LV1	0.00 NM	1	\$650.00
INS	SIDE EDITION	•	Madaladava	Cmata AA/a ale	Dete	Detine					
Week	Start Date	End Date 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00					
		2 10/16/12	Tue 10-11p Vegas	СМ	10-11p	-T	- :30	1 \$8,500.00LV1	0.00 NM	1	\$8,500.00
VE	GAS Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week	:: 10/15/12	10/21/12	-T		\$8,500.00	0.00					
Spot	Ch Date Ra	<u>inge</u> <u>D</u> 2-10/21/12 T	escription		VEnd Time		<u>Weekdays</u> -T		Rtg Type		
1	See MG 23.		ue 10-11p	10-1	ıρ		-,	.30(40,000.00)	0.00 14141		
•			/ Inside Edition" - b		·-		_	.20 to 500 00	0.00 NM		
2 ⊕	8 10/15/12 MG for 23.1	2-10/21/12 T 10/16	ue 9-10p	9-10	ιp		-	:30 \$8,500.00	U.UU NIVI		
E 24	8 10/17/1	2 10/17/12	Wed 8-9p Survivor	СМ	8-9p	W	- :30	1\$12,000.00LV1	0.00 NM	1	\$12,000.00
SU	RVIVOR										
Week	Start Date	End Date 10/21/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$12,000.00	Rating 0.00					
E 25	8 10/18/1	2 10/18/12	*	СМ	8-9p	T	- :30	1\$18,000.00LV1	0.00 NM	1	\$18,000.00
BIC	BANG/2.5 N	/EN	Big Bang / 2 1/2 I	Men							
	Start Date x: 10/15/12	End Date 10/21/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$18,000.00	Rating 0.00					
E 26	8 10/12/1	2 10/12/12	8 News Now 11p		11-1135p		- :30	1 \$2,200.00LV1	0.00 NM	1	\$2,200.00
NE	ws		8 News Now 11p	IVI-F							
1441	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	t: 10/08/12 8 10/15/1	10/14/12 2 10/18/12	8 News Now 11p	M-F CM	\$2,200.00 11-1135p	0.00 MTWT	- :30	2 \$2,200.00LV1	0.00 NM	2	\$4,400.00
	ws	_ ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	8 News Now 11p					_ ,_,			.,
	Start Date	End Date	Weekdays	Spots/Week		Rating					
	c: 10/15/12	10/21/12	MTWT		\$2,200.00	0.00	.20	4 64 400 001 1/0	0.00 NIM		£4 400 00
E 28	8 10/13/1	2 10/13/12	8 News Now Sat 8 News Now Sat		11-1135p	S-	- :30	1 \$1,100.00LV2	U.UU NIVI	1	\$1,100.00
NE	WS	E. (D.)	101	04-8811-	D-1-	D-4'					
Week	Start Date c: 10/08/12	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					
E 29			8 News Now Sun		11-1135P	9	30 :30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
NF	ws		8 News Now Sun	11p							
	Start Date 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00					
		2 10/12/12		СМ	1135p-1237a		- :30	2 \$850.00LV2	0.00 NM	2	\$1,700.00
LE.	TTERMAN		Letterman								
Weel	Start Date c: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week 2		Rating 0.00					
E 31		2 10/18/12		CM	1135p-1237a		- :30	2 \$850.00LV2	0.00 NM	2	\$1,700.00
LE	TTERMAN		Letterman								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Weel	c: 10/15/12	10/21/12	MTWT	2	\$850.00	0.00					

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N 32	?	8	10/17/12	10/17/12	Wed 10-11p CSI	СМ	10-11p	W	:30	1\$15,000.00LV1	0.00 NM	1	\$15,000.00
W	Vee	<u>Sta</u> k: 10/		End Date 10/21/12	Weekdays w	Spots/Week 1	<u>Rate</u> 15,000.00	Rating 0.00					

Totals 41 \$99,000.00